## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**Applicant(s)**          :          Isaac Bentolila et al.

**Serial Number**      :          10/043,698

**Filed**                      :          January 9, 2002

**Title**                      :          **SYSTEM AND METHOD FOR BEHAVIORAL MODEL CLUSTERING IN TELEVISION USAGE, TARGETED  CLUSTERING, AND PREFERENCE ADVERTISING VIA MODEL PROGRAMMING BASED ON BEHAVIORAL MODEL CLUSTERS**

**Examiner**              :          Sheleheda, James R.

**Art Unit**                :          2424

## AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION

**Mail Stop: AF**
**Commissioner for Patents**
**P.O. Box 1450**
**Alexandria, VA  22313-1450**

**Dear Sir:**

Responsive to the Final Office Action mailed April 26, 2010, in the above-identified patent application, the present response is deemed to be timely filed. Applicants are filing a Request for Continuing Exam with this response. Please charge the fee for the RCE to Deposit Account No. 07-0832.


        **Listing of the Claims** begins on page **2** of this paper.

        **Remarks/Arguments** begin on page **10** of this paper.